How can you expect us to put out a good paper

Mickey Mouse Succeeds: Tree Gets the Shaft Anyway

by Peter Beckman

"But what if we have an earthquake?" asked an under­standably disturbed frost as it balanced precariously near the edge of eternity. The time was Sunday and the place was the dome of Throop. The frost was a member of a group of Tech trolls and other random mantas who were interested on celebrating Christmas in style by erecting an 18-foot artificial Christmas tree on the top dome of Throop.

Work on this project began last week with the purchase of 1100 feet of tinsel (the purchaser was hauled in by L.A. police on suspicion of theft since they couldn’t believe that anyone would possibly buy that much), and large. The American Universal and twine. A suitable pole for the tree, a 40 foot bamboo stalk was found in Louise Hord’s first-year and promptly chopped down.

Actual construction began Friday night in the old steam plant. The body of the tree was made of circles of wire, ranging in size from six inches to ten feet in diameter. The top was held together with twine. Between them hung garlands of tinsel creeking in turn to the sound of crunching glass light bulbs.

Saturday, lights were string between the hoops–the first of several disasters struck. The ropes that held up the cone broke and the cone fell to the floor. One eyewitness described it this way: "It was beautiful with each section collapsing in turn to the sound of crashing glass light bulbs."

Sunday morning the sections of the tree were pulled up the west side of Throop Hall by sheet brute force, and the tree stand was assembled on top of the upper dome. The next day the final assault began. The collapsed tree, bound to its plywood stretcher, was placed on the platform. The 24 foot bamboo pole was pulled up to the dome, but all attempts to seat it upright on the platform came to grief. It was just too bulky and heavy, and each attempt increased the chances of temporary defeat, but they were firm in their resolve that the tree somehow be erected in its full glory.

Seeking expert advice the tree trolls called upon the Blacker House Climbing and Leaping Society. These experts were able to raise the bam­boo pole, but without sacrificing the goodly tangle of tinsel and wire that made up the body of the tree.

There it stands now–the infinite shaft–dedicated to those who tisked their lives and GPA’s to erect it.

In Memoriam

Peter Beckman, John Cronin, John Fohrer, Jim Hendry, Ron Jainer, Paul Kedera, the laboratory’s facilities, Craig McCluskey, Ralph McGilvrey, Phil Mauzy, Ira Monteale, Phil Netcher, T.J. O’Neil, Garry Rubenstein, Wanye Schwartz, Ed, R. Walth. Blessed are they that mourn. For they shall be comforted.

By Emden Gansner

China now has its IH-bomb and a satellite, and it almost obtained a seat in the UN this year. With China’s current prominence in mind, the Caltech YMCA has announced that the main of their second term activities surround aspects of China’s past, present and future. Also announced were plans for a Visiting Seminar Program, a House Speakers Bureau and other odd and ends.

For the Y, February is China month. In cooperation with the Chinese Student Association, there will be a three week exhibit of Chinese Art in Dubshy Lounge. And on February 13, there will be a Chinese Culture Evening at Beckman. Chinese opera, music, boxing and a variety of other features from the Chinese culture will be vividly displayed.

The transition from China past to China present and future takes place February 18, 19 and 20 with a Symposium on China. China experts from the US, Great Britain, and Australia will be on campus those three days to provide infor­mation and discussion on the current scene in China, both the domestic and foreign issues.

The symposium will consist of seminars on Thursday and Friday. Then, to finish the event, about forty Techners will accompany the experts to a retreat and confer with them there, taking advantage of the freer climate, in more ways than one.

Complementing the China pro­gram will be PS 140 - Seminar in Foreign Area Problems, which, as usual, is offered second term. This year PS 140 will concentrate on China and Japan. Besides the regular instructor Neil Morgan, two mem­bers of the American Universities Field Staff, a China and a Japan expert, will act as guest lecturers for the course. The American Univer­sities Field Staff is an organization of political science, economic and social experts, each with their own geographic area of expertise. The publications produced by them provide an excellent and unique resource for information in these areas. The AUPS is co-sponsored by ten universities, Caltech being one of the co-sponsors.

The second important program the Y has planned for the second

Continued on Page Four

Marines Sponsor Benefit Race

College students with an itch to help unfortunate children celebrate a bright Christmas this year get the opportunity Saturday, Dec. 12 during the first annual “Toys for Tots” race sponsored by the United States Marine Corps at Irwindale Raceway.

Various student organizations have planned to collect packaged toys of at least one dollar or more in value and will deliver the toys to the Marine Corps’ collection stations located at the raceway that night.

All toys collected during the drive will be used by Marine Corps personnel for distribution to or­phan’s homes, children’s hospitals and juvenile halls throughout the Southland.

As a bonus for those taking part in the drive, Irwindale Raceway will stage an eight-car Fanny Car and eight-car Fuel Altered show Dec. 12. Admission will be $2.50.

And one packaged toy or $4 and the raceway will buy a toy to donate to “Toys for Tots.”

Marine Corps personnel will be at the track from the opening of qualifications to 1 p.m. and afterward the start of eliminations at 7 p.m. to accept toys collected by the teams/organizations on their campus during the week.

The general public is also invited to take part in the inaugural event by presenting a packaged toy at the gate to help brighten some child’s holiday season.

You Lose

The TECH will suspend publi­cation for finals and Christmas Vacation. See you back on Jan. 7, 1971, and may Santa bring you a 4.0 for Christmas.

When we’re so busy razing cane
We'll Have to Pay Someday

Just ten years ago, the scientist and the technologist were highly respected members of society. Their opinions were sought on great issues far from their fields of interest (and often competence). Today, the scientist seems more than a bit out of place. Even President Kennedy called for a colossal commitment to overcome that problem, and that commitment was realized.

In 1970, we face a similar threat to our national interest, indeed, to our ability to survive as a living place to live. One need only attempt to breathe on a typical day to appreciate the problem. Again, the problem can be classified as technological. What seems obvious, however, is the willingness to make the sort of commitment which will solve the problem.

Pollution of air and water presents no problems that technology is incapable of solving if properly applied. We know how to build engines which emit less of those compounds which become smog. We know how to build sewage systems which purify sewage to the point that it is safe to drink, often considerably safer than water sources used by some major cities.

But technology cannot solve the problem of how to pay for the remedies. Third stage sewage treatment plants cost a great deal, more than most municipal water districts can afford out of their operating revenue. Changing over to natural gas for automobiles would require modification of thousands of service stations.

The problems of the environment will prove amenable only if attacked not just by large sums of rhetoric, but by large sums of money. One cannot say that we lack resources when we can spend $30 billion per year on the Vietnam war without straining the budget beyond endurance. We could have said that in 1960, we spent seven or ten billion dollars a year on making our country liveable.

The stumbling blocks are social and political rather than technological. In the long run, the environmental pollution stimulates technologists to have a man on the moon within nine years of the decision to do so. But so far in the seventies, no equivalent political motivation has been evident to improve the long-range environment.

The public will ultimately pay a heavy price whether or not the environment receives better care, for cleaning it will be enormously expensive. In the long run, the public will pay for it either way. Let us hope that the idea should be to spend seven or ten billion dollars a year on making our country liveable.

We hope not.

Half-price tickets!

TECHSERS! A special Date Night program for college students has been planned at the Los Angeles Forum for Laker and L.A. Kings games. Students showing their ID will receive two tickets for the price of one ($2.50 plus $1.00 in the city) for the $4.25 and less than $4.25 seats. These are: A) For the Laker games, Tues., Dec. 22, 8:00 pm. Fri. Dec. 25, 8:00 pm. Wed. Dec. 30, 8:00 pm. B) For the Kings games: Sun. Dec. 20, 7:00 pm. Wed. Dec. 23, 8:00 pm. Sat. Dec. 26, 8:00 pm. Tues. Dec. 29, 8:00 pm. C) Special Event: Sun. Jan. 2, 8:00 pm. Sun. Jan. 3, 7:00 pm.

Executive Social Committee Deserves Praise

Pats Liquors and delicatessen
1012 e. Colorado 5Y 6-6782
Open daily 12 noon-8:00 pm
1 a.m. Fri. & Sat.

Keg Beers Available

Executive Social Committee deserved more publicity than it was getting. Social events were planned when the Committee had achieved some notoriety—where no doubt is good—though the publicity was far from anything you would consider predominant. Let me begin with some of the Committee's history and philosophy.

A Social Committee has existed, albeit in a state of dormancy, for a long time. Article XII, Sec. 12 of the bylaws provides for a Committee "composed of representatives from each House Social team chaired by the ASCIT Social Chairman. It shall plan ASCIT Social functions and coordinate House Gastropubs. The Committee was used mostly as a place for the ASCIT Social Committee to extend girls from the House Social Chairmen. I thought the Committee could do better than that.

The present BOD came into Office amid complaints that ASCIT was incapable of producing a visible purpose. An expanded Social Committee was conceived as a cure for that condition. As such, it had 3 primary goals:

1. To fund worthwhile Social or Cultural activities proposed by ASCIT members.
2. To encourage undergraduates to think up ideas innovative enough to get money.
3. To provide a forum where ASCIT and the House Cantors could work out a Campus Social Program.

A starting till for the revived ESC was provided by trimming ASCIT's budget, particularly in the internal areas such as Officer's Development. More money was to be sought by circulating a proposal in the Pasadena Community under the guidance of the Caltech Development Agency. This is now being done.

The proposal (drafted by Leondis Guibas) admits that if the ESC succeeds, the activities funded will have been largely unpredictable. However, it outlined several things worth funding. Some of these, of course, are supportable from other sources.

If you qualify (and our standards are pretty high) you can join us in exploring our wonderful world. We'll be there for all 80 Citrus, you won't get rich on them, but you sure beat trying to get it on your own.

For detailed information about our Department and our facilities...

Dr. Irving L. Spar
Associate Professor of Education
Department of Radiation Biology and Biophysics
University of Rochester School of Medicine & Dentistry
Rochester, New York 14620

B, E, HA, C, B and II A. C have either been funded or appropriated for specific future activities. Among the activities financed so far are: a) the Cancer Group and Jam room, group trips to Ensenada and Death Valley, restoration of a 1925 Model T Ford for driving dinner for 12, entertainment for the Fire-Escape Coffeehouse, Freshmen TA Society's Christmas tree, Candle-Making parties, and numerous House Social events. In my view the ESC is more successful than ever, and certainly the process would be improved by more clever inputs on what to fund.

The outlined suggestions are neither all-inclusive nor all good. The ESC itself decides what it wants to fund and to what extent it does so. Beyond the economic terms, the seven voting members from the Social Team of each of the 18 Houses is the ESC. This tempts me to duck all complaints about the Committee by telling you that you can still talk to your House Chairman, who should be there settling policy. But I would like to make only two points: one particular complaint, that relating to the Committee's giving money to the individual, and that there is a negative enough reaction to this to defeat the second provision regarding the ESC on the Bylaws change.

I am not clear on the exact reasons for the objections. Certainty, if only had limited segments of the student body were eligible, the

Continued on Page Six

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We anticipate that the Committee would gear its generosity to its bank account. By and large it is not true. It is that the Committee gives money automatically to anyone who requests it. Its fund-raising is in its minutes. With respect to the above list, IA
ASCIT of Seita

By-Laws Changes Voted On
Committee Appointments Made

by Alex Seita

This column reviews the weekly meetings of the ASCIT Board of Directors. The summary of issues confronted, legislation enacted, and positions taken by the Board is given together with a general commentary on student life. This article differs from the Board’s minutes which are available on request of the ASCIT corporation.

At last week’s session, the Board abandoned their usual format by holding a phone meeting. Voting by phone, the Board approved the recommendations made by the Interhouse Committee for faculty committees, and verified the results of the election held Friday, December 4.

Student Representatives

The following people were appointed to faculty committees:

Athletics and Physical Education: Randy Lewis (R) Freshman Admissions: Sharon Long (Bi) Joseph Morin (Da) Lorne Schachtler (Fi) Michael Turner (Fi) Price Walker (Da) Convocations: Bruce Reznick (Bl) Turner (Fl) Price Walker (Da)

Scholarships: Lorne Schachtler (Fi) Donald Smith (Fi)

Election Results

The corporation rejected the By-Laws change concerning the expansion of powers for the ASCIT social committee 151 to 104 (172 votes needed for passage).

The corporation rejected the By-Laws change concerning the elimination of ASCIT subsidies to the Athletic Department by a vote of 167 to 71 (172 required for passage).

The corporation elected the following people to the Board for the 1971 term: Joseph Morin (Da) Lorne Schachtler (Fi) Donald Smith (Fi) Craig Turner (Fi) Michael Turner (Fi) Price Walker (Da) Bruce Reznick (Bl) Joseph Zemek (Bl)

Committee Appointments Made

The following people were appointed to committees:

Athletics and Physical Education:

Dr. David Smith, Master of Student Houses, has expressed the belief that Caltech cords would be happier if they had the right to choose among any of the seven houses, where they were going to live. Coming to this belief after talking with the present cords, Smith feels that there is a good chance of one or two or all of the four girl-less houses receiving female occupants next year. That is contingent upon a suitable number of cords being here next year.

This week’s meeting of the ASCIT B.O.D. will be held at 7:30 p.m., Thursday, December 10, in Wittenbauer I/II.

PETRSON ON DRAFT

Got the Disease? Now get the Deferment

by Mark Peterson

The last article described how to develop a physical or psychological problem to use as a basis for a 1Y deferment. This article describes how to get the deferment once you have developed the problem and you have obtained doctors’ letters describing the problem.

Selective service provides three different reviews which may be used to establish that you have a problem which should cause you to receive a 1Y deferment. The most important of these is the preinduction physical examination. In California, preinduction physicals are given by the army at examination stations located in Oakland, Fresno, and Los Angeles. These physicals are usually very incompetent. Unless you have a doctor’s letter describing a specific problem you will almost certainly pass your physical examination. If you do have a doctor’s letter, bringing it to the physical to give yourself the greatest possibility of getting a 1Y deferment, you should see a draft counselor. A draft counselor will help you with the one other possible claim for a physical deferment, your congressman can arrange for a special reexamination by the Surgeon of the Army. This review will again be held at the examining station but you will usually have a better examination at this time and, therefore, you will have a much better chance at being found unacceptable for induction.

Finally, you should be aware of the consequences of missing a preinduction physical examination. If you are 1A and you do not attend a physical examination to which you are ordered, you can be called for induction without being given a preinduction physical examination. You will be given an automatic transmission specialists 792–6104

26 N. Hil! (at Colorado) PASADENA

105 discount to all Caltech students and faculty

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Campus Barbershop
Paul A. Harmon

BEER TALK

by Ed McMahon

In whose candid copywriter answers questions about beer, and the drinking of same.

DEAR ED: I’m burned up because after a weekend romp in the woods, I forgot to put a leftover 6-pack of Budweiser in the refrigerator. Everybody says you can’t chill beer twice, so what should I do?

DEAR FUMING: First, cool off, pal. Then cool off that Bud to your heart’s content (or about 40º). There’s no problem, because a really good beer like Budweiser is just as good when you use it twice. But I must mention that there is an easy way to avoid the situation altogether. Just make sure there’s no Bud left over!
**Ahmanson:**

**Very Remote Asylum**

by Iris Mostakel

**Remote Asylum** is an obscene play. It is not lewd, lascivious or repulsive. It is obscene. **Boys in the Band** playwright Mart Crowley has permanently disproved the adage that a generous flurry of four letter words does not evoke laughter.

Thematically, I suppose, obscenity is appropriate to the play-obscenity not only in the sense of expletive language but also in the form of obscene situations, grotesque characterizations, and interlocution confessions. Set at a villa outside Acapulco, the play centers around four sets of characters.

Nancy Keller and Arthur Connell play the owners of the villa. Miss Keller portrays a woman doctoring to the point of stereotypen O’Neill, as her husband, is mute, having lost his vocal chords in cancer surgery. With a single line in the play O’Connell is by far the best performance, the two-time Oscar nominee and Tony winner having mastered the art of the intimate one.

William Shattner is reasonably convincing as a weak human being in a symbiotic relationship. Anne Francis is the least effective performer, resulting to melodrama for the emotional sequences.

Remote Asylum will not leave any lasting impression with you and I imagine you’ve all heard four letter words before. Here’s one—Blah!

**Young Men’s Etc...**

Continued from Page One

term is the biennial Visiting Seminars Program. As the past, from eight to nine seminary students will be visiting the campus for a week in this case, February 22 to 26. The seminary students will be from both the Jewish and Christian faiths, a variety of sects and denominations. They will live in the student houses, students per house. During the week, there will be drop-in seminars, dinners, meetings at faculty houses and informal bull sessions, all to provide the maximum Texer exposure to the students.

The Y is also planning on reviving their House Speaker Bureau. Through this program, the Y can supply the houses, and other interested groups, with a variety of interesting and informative people. In particular, the Y has contact with speakers who are involved in the “relevant” issues, such as drugs and the draft. In cooperation with the Black Students’ Union, there are already plans to bring a black scientist to Caltech to talk about the opportunities in science for the Negro.

Many of these programs are still in the planning stage and require a maximum Techer exposure to the students.

Matthew (JASON KOBAROS) and Arias (KATHARINE ROSS) go to know each other while they escape the hubbub of the city in a suite from "TOLUCA." Filmed in San Francisco, the Transloch Productions, Inc. presentation was produced by Robert Kenin and Herbert Stoller, directed by Tony Kos with Pat Rooney as Executive Producer. Robert Rusden wrote the screenplay.

**PICKWICK BOOKSHOP**

**OPEN CHRISTMAS DAY AT THE PICWOOD THEATRE, WEST L.A.**

**FOOLS**

When this album first arrived, I figured it was another one of those albums that get released in order to keep the songwriter happy. After all, Jimmy Webb wrote a lot of songs, ranging from “Up, Up and Away” to “MacArthur Park,” but he never heard him sing except for one concert with mediocre reviews.

It turns out, not only can Jimmy sing, but he can write better than even “MacArthur Park” indicated. His voice isn’t the greatest, but neither is Bob Dylan’s or Elton John’s. This album is of the style epitomized by James Taylor or Elton John. All but one short song was written by Jimmy Webb, and the songs range from interesting and informative people. To criticism of society to rock-and-roll religion. Even though he detests politics (as stated in "Dorothy Chandler Blues"), I take a music critic, really like this album.

**Let’s touch each other...**

You say finals are getting you down? Your G.P.A. has dropped an order of magnitude? You have no interest in class final Friday afternoon? Is that what’s bothering you? Well, cheer up! Take a pizza break and go to Roma Gardens.

**GREAT HITS, by Sly and the Family Stone. Epic K.E. 30325.**

I realize that this album is a year old, but Sly is doing a “re-release everything they did” thing with S & the FS. If you like anything they have done, it’s probably here. There are fourteen minutes of music on the album, and ten songs that really were hits. It is of their best takes except for “Dance to the Music,” which is better than the others. They give people time to really get into “I Want to Take You Higher,” with 5½ minutes of music. Anyway, this is an album to get, unless you have all of the other Sly albums.

**STARRAILOR by Jim Buckley: Warner Brothers 1883.**

This album is the unfortunate result of Buckley hanging around too much with Frank Zappa. Buckley’s poetic lyrics drawn in a sea of orchestration (atonal, at that) sailed by the Starrailor. What few lyrics are heard are good, but for the most part, they could only have been singing in Mesopotamia with equal effect. In fact, he might be. I would not recommend this album to the public, except for a fan, unless he grooved on the sound of “Weeds Ripped My Voice.”

**WORDS AND MUSIC by Jimmy L. Webb: Reprise RSP 4261.**

It is truly remarkable that such literature could have attracted such interesting and informative people. They will live in the student houses, students per house. During the week, there will be drop-in seminars, dinners, meetings at faculty houses and informal bull sessions, all to provide the maximum Texer exposure to the students.

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Many of these programs are still in the planning stage and require a maximum Techer exposure to the students.

Nick Smith

**THE CALIFORNIA TECH Thursday, December 10, 1970**
THE CALIFORNIA TECH
Thursday, December 10, 1970

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for American Students
Extension universitaire de l'Universitaire de Paris

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Professor Staff from l'Université de Paris: M. Georges MATORE, M. Antoine ADAM, M. Maurice DUVERGER, Mme Cécile GOLDSCHIEDE, M. Jacques Van den HEUVEL

I. Lower Division Courses

102 Elementary French - emphasis on grammar, phonetics and conversation.
   (prerequisite: 2 years high school French or 1 semester college French.)

201 Intermediate French - grammar review with emphasis on conversation.
   (prerequisite: 1 year college French.)

   (prerequisite: 201 or equivalent.)

212 Intermediate Phonetics - emphasis on pronunciation, reading and speaking.
   (prerequisite: 102 or equivalent.)

II. Upper Division Courses

331 French Civilization - political, social and intellectual development up to the French Revolution, with emphasis on literature and art.
   (prerequisite: 202 or equivalent.)

332 French Civilization - political, social and intellectual development from the French Revolution to the present, with special attention given to literature and art. (to be offered summer 1971.)

412 Advanced Phonetics - intensive practice in pronunciation, reading and speaking, and a true command of the spoken language.
   (prerequisite: 202 or equivalent.)

421 Survey of French Literature - advanced study of French literature from the Middle Ages to the French Revolution. (to be offered summer 1971.)

422 Survey of French Literature - advanced study of French literature from the French Revolution to the present. (to be offered summer 1971.)

433 Principles and Methods of "Explication de Textes" - advanced study of techniques and elements of literary expression in poetry, drama, and prose.

III. Graduate Courses (open to last semester seniors)


525 18th Century Literature - study of the whirlpool of new ideas during the first half of the 18th century.

535 19th Century Literature - study of French Realism from Lermontoff to Hugo.

555 French Drama - indepth study of 2 or 3 contemporary plays including ALL aspects of its presentation and literary merit (Moor, Man in the Moon, audience participation, etc.).

565 French Art - study of the evolution and revolution in art from the Middle Ages to the 17th century.

566 French Art - study of the movements and schools of art from the 17th century to the present. (to be offered summer 1971.)

585 French Stylistics and Creative Writing - study of structural and semantic elements and their application in literary expression.

IV. Graduate Seminars

605 Baudelaire - les origines de la poete romantique.

615 Flaubert devant la Critique - ses contemporains, la critique traditionnelle, la nouvelle critique.

655 Le Notion d'Engagement - de 1918 a 1938, de 1939 a 1958, de 1958 a 1970.

NOTE: Special "Conférences" will be given, if the demand for them is sufficient. (Gallo Roman Art, The Recent Discoveries in Archaeology, The New Wave in French Cinema, French Politics since De Gaulle, France and the Common Market, The French Press, Education since May 68, France and the Problems of Big Business, etc.). Therefore, students are asked to indicate their choice on the application form.

CREDIT

Regular Attendance is a requisite for obtaining credit.

Credit requirements of American college and university regulations, as well as the requirements of most universities and colleges. Therefore, students are asked to consult with their profile or the Sorbonne a regular arrangement, to accept the exact number of credits that their school grants for the Sorbonne Summer Session.

SORBONNE SUMMER SESSION
for American Students

A special Summer Session is offered by the "Cours de Civilisation Française" at the Sorbonne for those students who wish to improve their knowledge of French language, literature, and civilization. This program is particularly designed with American academic needs in mind, as it can meet the standard semester requirements of most universities and colleges.

Thus American students can derive the double benefit of foreign travel and college credits.

Similar to American summer sessions, the Sorbonne Summer Session lasts six weeks, June 28 to August 7.

A round trip flight from New York to Paris by Air France will be scheduled to leave New York June 28 and return from Paris August 6. Students on this program will enjoy the luxury of a spacious apartment plus twin meals a day. All university fees, a round trip ticket, apartment and meals will cost only $1638.

RESERVATIONS MUST BE RECEIVED BEFORE JAN. 20, 1971.

For Pre-Enrollment and Reservations, please mail special delivery the following items to Dir. M. Ward McIntosh/ASTRA, Summer Session for American Students, Cours de Civilisation Française, Sorbonne, 47, rue des Ecoles, Paris 5ème, France:

1. This application form.
2. A $60 dollar deposit (by international postal money order).
3. A transcript or transcripts of college or university work.
4. A recent photograph.

APPLICATION FORM

Please type or print all information.

Last name ____________________________ Date of birth ____________________________
First name ____________________________ Permanent address ____________________________

Academic standing as of Sept 1970: Freshman, Sophomore, Junior, Senior, Graduate
University or college last attended ____________________________

University or college address ____________________________

If different than the above, address of university or college to which Sorbonne transcript should be sent ____________________________

Date and type of diplomas earned (or to be earned) as of June 30, 1970: ____________________________

Major ____________________________ Minor ____________________________

Teaching experience (indicate level, subjects taught, number of years): ____________________________

Name and address of persons to be contacted in case of emergency: ____________________________
Why doesn't General Electric sell new ideas to the cities instead of new gadgets to the suburbs?

After thirty years or more of neglect, there's no question our cities need help. But what kind of help? Will another thousand sanitation men be the answer to dirty streets? Will doubling the police force finally bring crime under control? Can new rent laws force landlords to provide more low-income housing? All the old, obvious ideas have been tried. What's needed are new ideas and new technological developments.

General Electric has been working on the problems of cities for a number of years now. And in that time we've come up with some things we think will help.

Crime

You might not expect a company like General Electric to be doing anything about crime. But the fact is, GE has been working with the Syracuse police, looking for a new approach to the problem. Our scientists there came up with a whole new concept in police organization called "Crime Control Teams." In their first year, these teams were credited with cutting crime 62% in one large, representative neighborhood of Syracuse. And the concept has since been adopted by a number of other cities.

Housing

To meet the critical need for new low-income housing, General Electric is participating in the Department of Housing and Urban Development's Operation Breakthrough. While GE has no intention of going into commercial housing building, we do hope to supply the builder-developer with new products needed to improve his efficiency. We now have several design prototypes of advanced, modular homes that can be assembled in a matter of hours. These are just a few of the new ideas General Electric has come up with to help cities at the same time that we continue to improve "gadgets" to help people.

But we don't think our home products are at all unnecessary or frivolous. If they seem that way, it's because people have forgotten how much they rely on them. To wash dishes. To wash clothes. To keep warm. To keep cool. To entertain. And on and on.

New ideas for the cities and new "gadgets" for the home both have the same end in mind, after all. To help people live better.

"Why are we running this ad?"

We're running this ad, and others like it, to tell you the things General Electric is doing to solve the problems of man and his environment today. The problems concern us because they concern you. We're business and you are potential customers and employees. But there's another, more important reason. These problems will affect the future of this country and this planet. We have a stake in that future. As businessmen. And, simply, as people. We invite your comments. Please write to General Electric, 570 Lexington Ave., New York, N.Y. 10022.